**Orders** 

Order / Rev:

101886

Alt Order #:

06815346

Product Desc:

**OCEGUERA 4 CONGRESS** 

Estimate:

1185

Flight Dates:

10/02/12 - 10/08/12

Original Date / Rev:

**GENERAL** 

Order Type:

Primary AE: 05/21/12 / 09/19/12 Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Cycle:

Billing Calendar:

Billing Type:

Agency Commission:

EOM/EOC

Cash

Broadcast

15%

Advertiser

Name:

Priority:

Oceguera for Congress-

Demographic:

A35+

Product Codes:

PLC02

Revenue Codes:

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/08/12 49 \$13,280.00 \$11,288.00 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$13,280.00	\$11,288.00	0.00
Totals	49	\$13,280,00	\$11 288 00	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$13,280.00
Market	100%	\$66,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$17,264.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$13,944.00
KTUD	1%	\$664.00
KVVU	22%	\$14,608.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$6,640.00

	Ln	Ch	Start	End	Inventory	Code	Break	Start/End T	ime [	ays	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/02/12	10/08/12	M-F 5-6a \	VakeUp w/∖\	′a@M	5-6a	МТ	WTF-~	:30	2	\$135.003	0.00 NM	2	\$270.00
					M-F 5-6a	/VakeUp w/V	/agners									
	1	NAKE L	JP WITH T	THE WAGI	NERS	•	-									
		Star	t Date E	End Date	Weekday	<u>/s Spot</u>	s/Week	Rate	Rating							
	We	eek: 10/0	2/12 1	0/08/12	MTWTF		2	\$135.00	0.00							

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KSNV

Order / Rev:

101886

Advertiser:

Oceguera for Congress

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06815346

Product Desc:

OCEGUERA 4 CONGRESS

Flight Dates:

10/02/12 - 10/08/12

Estimate:

1185

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
E 1	KSNV	10/02/12	2 10/08/12	M-F 5-6a WakeUp	_	5-6a	MTWTF	:30	2	\$135.003	0.00 NM	2	\$270.00
	WAKE (	JP WITH	THE WAG	M-F 5-6a WakeU NERS	p w/vvagners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/08/12	MTWT F	2	\$135.00	0,00						
E 2	KSNV	10/02/12	2 10/08/12	M-F 6-7a WakeUp M-F 6-7a WakeU	_	6-7a	MTWTF	:30	3	\$275.003	0.00 NM	3	\$825.00
	WAKE (	JP WITH	THE WAG		p www.agncio								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/0		10/08/12	MTWTF Today Show	3 CM	\$275.00 658a-9am	0.00	:30	4	\$300.003	O OO NINA	4	#4 000 00
EJ	KONV	10/02/12	2 10/06/12	Today Show	CIVI	booa-sam	MTWTF	.30	4	<b>ф300.003</b>	0,00 NM	4	\$1,200.00
	TODAY	SHOW											
107	<u>Sta</u> /eek: 10/	rt Date	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating						
				News 3 Sunrise -	•	- \$300.00 6a-7a	0.00	:30	1	\$150.003	0.00 NM	1	\$150.00
	1.0111	10/00/1/	- 10/00/12	News 3 Sunrise S		<b>0</b> 4 74	5	.00	•	Ψ100.000	0.00 11111	'	Ψ100.00
		3 AT SUN					<b>-</b>						
\/\	<u>Sta</u> /eek: 10/	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
				Meet the Press	СМ	8a-9am	S	:30	1	\$340.003	0.00 NM	1	\$340.00
				Meet the Press									·
		HE PRE		Wookdaya	CnataAMaak	Poto	Dating				Į		
W	<u>ااه.</u> /eek: 10	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$340.00	Rating 0.00			•			
E 6	KSNV	10/02/1	2 10/08/12	M-F Today Show	II 3rd HCM	9-10a	MTWTF⋯⋯	:30	2	\$150.004	0.00 NM	2	\$300.00
	TODAY	SHOW I		M-F Today Show	11								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 10/		10/08/12	MTWTF	2	\$150.00	0.00						
E 7	KSNV	10/02/1	2 10/08/12	M-F Today Show	III 4th 16M	10am-11am	MTWTF~~	:30	2	\$100.004	0.00 NM	2	\$200.00
	TODAY	SHOW I	II	Today 4th Hour									
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	/eek: 10/		10/08/12	MTWT'F	2	•	0.00						
E 8	KSNV	10/02/1	2 10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF⋯⋯	:30	2	\$100.004	0.00 NM	2	\$200.00
	RACHE	L RAY		Racilael Ray									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/eek: 10/		10/08/12	MTWTF	2	\$100.00	0.00			4100.000			
<b>⊵</b> 9	KSNV	10/02/1	2 10/08/12	Noon News Noon News	СМ	12-1230pm	MTWTF	:30	2	\$150.003	0.00 NM	2	\$300.00
	NEWS:	3 AT NO	ON	(100)1110110									
			End Date	Weekdays	Spots/Week	Rate	Rating						
h	/eek: 10/		10/08/12 2 10/08/12	MTWTF~~ The Doctors	CM 2	\$150,00 2pm-3pm	0.00 MTWTF	:30	2	\$100,004	0.00 NM	2	\$200.00
L 10	KONV	10/02/1	2 10/00/12	The Doctors	ON	2pm-0pm	1411 99 1 1	.50	2	φ100,004	0.00 14141	2	φ200.00
		CTORS				_							
10.	<u>Sta</u> /eek: 10/	rt Date	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
-				Chris Matthews 9		9:30a-10a	S	:30	1	\$175.004	0.00 NM	1	\$175.00
				Chris Matthews S			_	.00	•	41,0001	0.00 1		Ψ1,0.00
			WS SHOW		04-041-	D-4-	D-Mari						
W	<u>518</u> /eek: 10		End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
		******	2 10/08/12		CM	3-4p	MTWTF~~	:30	2	\$175.003	0.00 NM	2	\$350.00
				Dr Phil									•
	DR. PH	IL ırt Date	End Data	Weekdays	Spots/Week	Dete	Rating						
W	<u>ان د</u> /eek; 10		End Date 10/08/12	MTWTF	<u> </u>		0.00						
	-		2 10/08/12		СМ	4-430p	MTWTF	:30	2	\$250.003	0.00 NM	2	\$500.00
											•		

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**KSNV** 

Order / Rev:

101886

Advertiser:

Oceguera for Congress

Alt Order #: Flight Dates:

06815346

10/02/12 - 10/08/12

5346

Product Desc:

OCEGUERA 4 CONGRESS

Estimate:

1185

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
	,		News 3 at 4 (1/2 News 3 at 4	hr)	, ,							
FIRST N	IEWS 3	AT FOUR	News 3 at 4									
<u>Star</u> Week: 10/0	t <u>Date</u> )2/12	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 14 KSNV	10/02/1	2 10/08/12	News 3 at 430pm News 3 at 4:30Pl		430-5pm	MTWTF	:30	2	\$250.003	0.00 NM	2	\$500.00
NEWS 4												
<u>Star</u> Week: 10/0	t <u>Date</u> 02/12	End Date 10/08/12	Weekdays MTWTF	Spots/Week 2	Rate \$250.00	Rating 0.00	.,					
E 15 KSNV		2 10/08/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	4	\$375.003	0.00 NM	4	\$1,500.00
EARLY I		End Data	<u>Weekdays</u>	Snata/Mook	Data	Doting						
<u>العام</u> Week: 10/0	<u>t Date</u> )2/12	End Date 10/08/12	MTWTF	Spots/Week 4	<u>Rate</u> \$375.00	Rating 0.00						
E 16 KSNV		2 10/08/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MTWTF	:30	3	\$350.003	0.00 NM	3	\$1,050.00
JEOPAR		<b>5</b> 1 <b>5</b> (		0	ъ.							
<u>Star</u> Week: 10/0	<u>t Date</u> 12/12	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$350.00	Rating 0.00						
E 17 KSNV			M-F Wheel	СМ	7-730pm	MTWTF	:30	3	\$225.004	0.00 NM	3	\$675.00
			M-F Wheel of Fo	rtune	,			_	,		ŭ	40,0,00
WHEEL	OF FOF t Date		Mantalaya	Conta Atlanta	D-4-	Dation						
<u>عادة .</u> Week: 10/0		End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$225.00	Rating 0.00						
E 18 KSNV	10/06/1	2 10/06/12	Wknd Jeopardy SAT/Jeopardy	СМ	630-7pm	S-	:30	1	\$150.003	0.00 NM	1	\$150.00
JEOPAF			, ,									
<u>Star</u> Week: 10/0	<u>t Date</u>	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
			Mon PR 10-11p	CM	10-11pm	M	:30	1	\$900.003	0.00 NM	1	\$900.00
SMASH			Monday Prime 10					·	,,,,,,,,,		•	4000.00
Week: 10/0		End Date 10/14/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
E20 KSNV AWAKE		2 10/04/12	Thurs PR 10-11p Thursday Prime		10-1 <b>1</b> pm	T	:30	1	\$950.003	0.00 NM	1	\$950.00
	t Date	End Date 10/07/12	Weekdays T	Spots/Week	<u>Rate</u> \$950.00	Rating 0.00						
E 21 KSNV			Sat PR 8-9p	СМ	8-9pm	S-	:30	1	\$350.003	0.00 NM	1	\$350.00
CR44 CL1	/DCDC /	ATC)	Saturday Prime 8	3-9pm								
SMASH Star	(REPEA t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	S-	1	\$350.00	0.00						
E 22 KSNV	10/02/1	2 10/08/12	M-F News 3 at El M-F News 3 at E		<b>11</b> pm-1135pr	m MTWTF	:30	3	\$375.003	0.00 NM	3	\$1,125.00
NEWS 3												
Week: 10/0		End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 3	T	Ratlng 0.00						
E23 KSNV	10/06/1	12 10/06/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pr	mS-	:30	1	\$350.003	0.00 NM	1	\$350.00
NEWS 3	NIGHT	SIDE	Da-Ou News J at	- FIGA QII						1		
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/0		10/07/12	S-	Flore CA.	\$350.00	0.00	.00		<b>#0</b> C0 000	0.00.1		*055.5-
E 24 KSNV NEWS 3			Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pi	mS	:30	1	\$350.003	0.00 NM	1	\$350.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	S	1	\$350.00	0.00						
E25 KSNV	10/02/1	12 10/08/12		СМ	1135p-1237a	MTWTF	:30	2	\$185.003	0.00 NM	2	\$370.00

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 Order / Rev:
 101886
 Advertiser:
 Oceguera for Congress

 Alt Order #:
 06815346
 Product Desc:
 OCEGUERA 4 CONGRESS
 KSNV

 Flight Dates:
 10/02/12 - 10/08/12
 Estimate:
 1185

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Spots	Rate Pri Rtg Typ	e Spots	Amount
				The Tonight Show							
				Tonight Show							
	TONIG	HT SHOW	/ W/ JAY L	ENO							
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
V	Veek: 10/	02/12	10/08/12	MTWTF	2	\$185.00	0.00				

Totals 49 \$13,280.00